



Blowhorn

TAGLINE

One message out, many ears in

BRAND GUIDELINES • VERSION 1 • OCTOBER 2026

The Crowhorn

A megaphone that is also a rooster. Use the horizontal lockup unless the space says otherwise, and pick the file drawn for the ground it sits on.



Horizontal lockup

The default. blowhorn-lockup-horizontal



Horizontal lockup, on dark

For near black and charcoal. blowhorn-lockup-horizontal-on-dark



Icon



Icon, on dark



One color, charcoal



One color, white

Give it room

Half the icon's height, clear, on every side. Crowding it is how roosters start fights.



96 px

Horizontal lockup



64 px

Stacked lockup

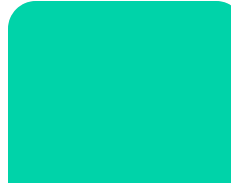
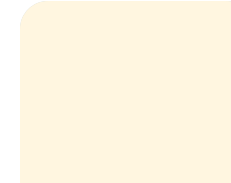


24 px

Icon. Smaller? Use the favicon files

Teal and charcoal lead

Yellow is the accent, under a tenth of any layout. Coral belongs to the rooster, and he doesn't share.

								
Teal #00B39F 0 179 159 Primary fill. Not small text on light	Charcoal #3C494F 60 73 79 Wordmark and outlines	Near Black #1E2117 30 33 23 Deepest ink, dark ground	White #FFFFFF 255 255 255 Wordmark on dark	Teal Bright #00D3A9 0 211 169 Highlights, links on dark	Teal Deep #00756A 0 117 106 Text-safe teal on light	Yellow #EBC017 235 192 23 Accent. Never text on light	Coral #EE5A44 238 90 68 Comb and wattle only	Cream #FFF6E0 255 246 224 Badge and mascot grounds



Roughly how much of each, in a typical layout. Text on teal or yellow is near black, never white.

Three families, all free

SIL Open Font License, all on Google Fonts. The logo files need none of them: every letter is outlined.

Aa

DISPLAY

Bricolage Grotesque

One message out, many ears in

ExtraBold 800, Bold 700. Tight tracking

Aa

TEXT AND INTERFACE

Instrument Sans

Write it once. Blowhorn takes it
from there.

Regular 400, Medium 500, SemiBold 600

Aa

CODE AND LABELS

JetBrains Mono

POSTED TO 12 PROFILES

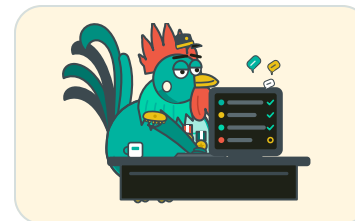
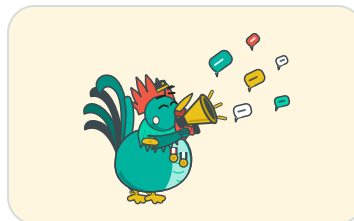
Regular 400, Medium 500

The mascot

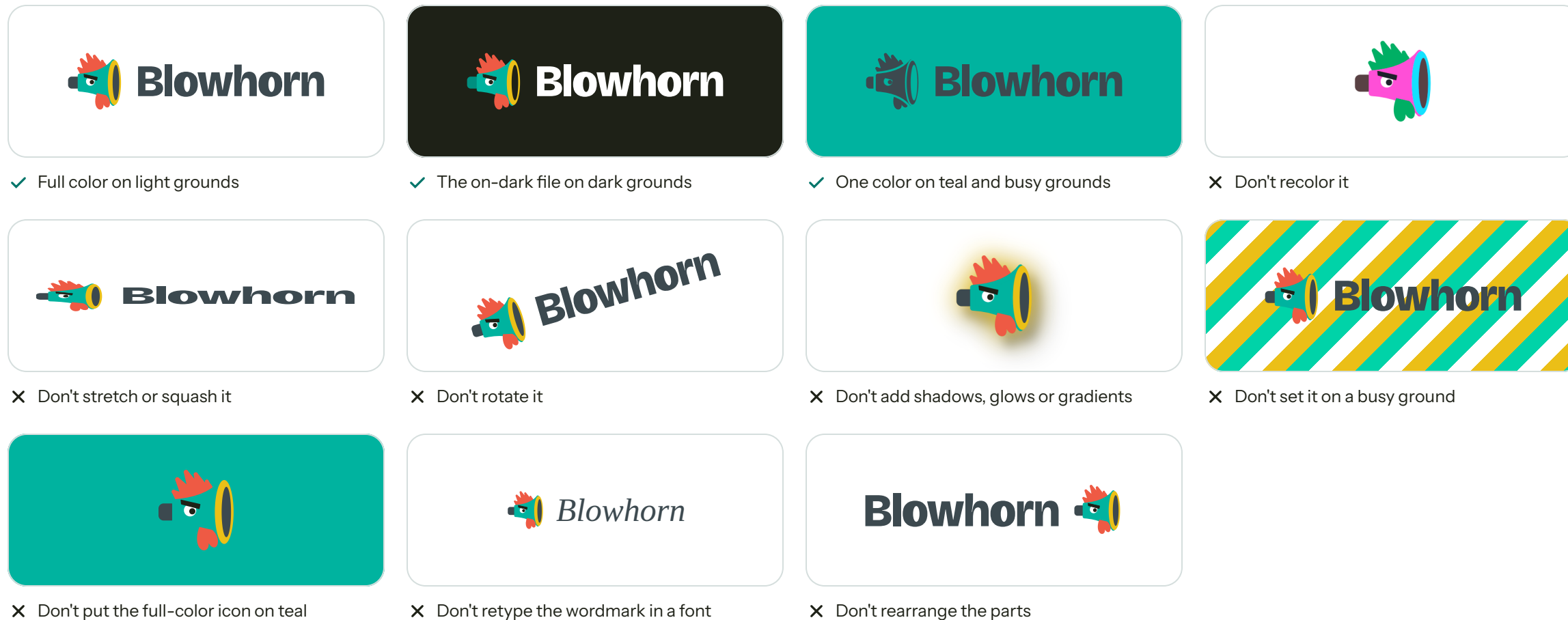


Stretch my logo and we'll have words. Several.

- Put him on white, light teal or cream. On bare teal he needs a cream or yellow disc behind him; on near black, his cream keyline.
- One appearance per page, one line, in a speech bubble.
- Keep him off security, billing and legal pages. He takes those personally.



Let it work as drawn



And no retired marks or old names. If it isn't in the kit, it isn't the logo. The name is Blowhorn: one word, capital B. Layer5 Blowhorn on first mention in formal copy.